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The Live Stock Dealers

## BETTER SIRES MEAN DOLLARS AND CENTS

County Agent Shows It Is Poor Policy to Keep Stock "As Good as the Average" When Average is Low—Examples Prove Convincing.

"What is the use of all this noise about 'Better Sires and Better Stock'?" It was one of the well-to-do farmers of the county who was talking. "Look at those steers over yonder. No purebred sires among their ancestors so far as I know. But they are good enough for me. I tell you, Bascom," he said earnestly, coming over to the fence beyond which the county agent sat in his flivver. "I'll admit we've got a lot of help in a scientific way from the information you've brought us, but on this stock proposition it's different. I believe in good stock, of course, and take a reasonable pride in my animals, but what is the use of overdoing it? We better move along the way we have been for the past 20 years, I say. Sometimes we get some poor animals, of course, but the creatures on my place suit me pretty well. My father, on the old farm back East, never worried about purebred sires and he made a fair living. What was good enough for father is good enough for me."

"Hold on a minute," said the county agent, stopping his motor and coming over to the fence. "You've always listened to what I have had to say in the past and I want you to listen to me now, for the simple reason that it means dollars and cents to you. It's nothing in my pocket, but it will mean more profits for you when you sell your live-stock products."

"Now here it's the dope, as the boys say: United States Department of Agriculture men, other animal husbandry specialists, poultry specialists, and all the rest have figured this thing out on a broad basis. There are no two ways about it. Better sires mean better stock; that means better marketable products, and that means better profits!"

### Boy Converts His Father

For an hour Bascom, the county agent, and a son, the farmer, talked over the better-sires campaign, the county agent skillfully citing examples from his own personal knowledge and from reports he had read. He told, for instance, of a New Jersey boy who was influenced to buy a high-grade cow for \$155, quite to the disgust of his "practical" father who owned five cows, which he claimed, and truthfully, were "as good as the average in the neighborhood." On freshening, the boy's cow gave 24 quarts of milk, and kept it up for a long period, while none of the father's cows was able to make any such record. Finally the father saw the point and confessed that it was a deal more profitable to expend his labor and feed on well-bred animals than on his so-called average cows.

The incident set the county agent's friend to thinking, and the former lost no opportunity to press his point home.

"Same," he went on, "you don't begin to realize what this thing will mean on your place. Right breeding counts every time. The United States Department of Agriculture tells of an Oklahoma farmer who owned two registered Shorthorn yearling bulls that he prized highly for breeding purposes. A butcher saw those bulls and on asking the price learned that they were registered and that it would take \$200 to buy the two. What did he do but pay the \$200, and when he killed them he said they were the cheapest cattle he had bought for a long time, because they cut the better kinds of beef, and more of it. My private opinion is it was too bad to deprive the community of the use of those purebreds, even though the butcher was willing to pay the price. But this is the big point: Breeding counted in dollars and cents in that case, and it does every time."

### Hogs Pay Despite High Price

Turning from the subject of cattle to hogs, the county agent told of what North Carolina boys had been doing. "Even though hogs had never been so high," he said, "hundreds of boys bought purebred pigs with the expectation of selling their offspring. Those lads were not disappointed. Through their county agents, the pigs were sold at splendid prices and more than one of their dads was converted by the experience to the use of purebred sires."

"See here," said the county agent, pulling two photographs from his pocket, "these were taken down in Mississippi. This one here"—indicating one of the photographs—"shows a typical Piney Woods rooster. You know this kind of razorback, Sam. Now look at this picture," handing over the second photograph. "Here is what two generations of breeding with purebred sires brought. There's some pretty good Berkshires. Believe me, when the owner, standing back there, takes those hogs to market, he'll appreciate the money value of the 'Bet-

## Keep Well

Do not allow the poisons of undigested food to accumulate in your bowels, where they are absorbed into your system. Indigestion, constipation, headache, bad blood, and numerous other troubles are bound to follow. Keep your system clean, as thousands of others do, by taking an occasional dose of the old, reliable, vegetable, family liver medicine.

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ter Sires—Better Stock' campaign." The county agent paused a minute as if to let the thought sink in.

"Same, you better sign up. This thing will mean a lot to you—even more next year than this—because you'll have more good animals on your place."

"You win again, Bascom. Times have changed. We have got to progress or we lose out. Count on me in the campaign."

### SUNDA YSCHOOL PROGRAM

The program committee of the South Carolina Sunday School Association announces that "Facing the New Day in Religious Education" will be the theme of the State Convention, which will be held in Greenville, May 4, 5, 6. This theme will prove especially interesting to all the people, just at this time, when all nations are looking to religious leaders to

bring peace to a world that is full of chaos and confusion. Prof. Walter S. Athearn, Chairman of the Education Committee International Sunday School Association, has said: "Great armies of freedom may make the world safe for democracy; but there are but two agencies that can make democracy safe for the world, and these two agencies are the church and the school. Democracy will never be safe for the world unless it is founded upon the popular intelligence and popular character." The people are realizing the truth of these words more every day. Christian men and women are seeking more than ever to better fit themselves for the task that the world is trusting upon them. Some of the country's greatest religious leaders will be at the Convention in Greenville to discuss topics that will give these good people a new and greater vision of the work they must do.

Some of the topics that these leaders will discuss are given below: "The Sunday School and the Nation," by W. C. Pearce; "Our Tasks, Our Tools, Our Triumph," by E. O. Sellers; "The Needs of Religious Education," by Prof. M. A. Honline; "Sunday School Democracy," by Dr. W. E. Chalmers; "The Monkey and the Mirror," Dr. Wm. A. Brown; "The Child and His World," by Mrs. W. M. Walker.

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